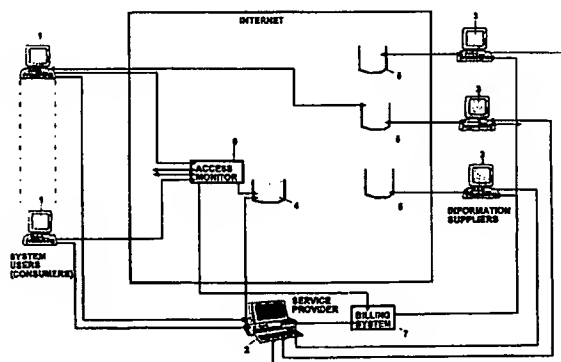




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(54) Title: IMPROVEMENTS IN, OR RELATING TO, SYSTEMS FOR COLLECTING AND DISTRIBUTING INFORMATION



(57) Abstract

A system, and method, for collecting and distributing information using an electronic medium, such as the Internet, and, in particular, a system and method for providing a customer care service (CCS) to system users, in which information on a company offering products and/or services for sale, using the Internet, is distributed to system users (consumers), on request, and in which the distributed information is based on information, collected from system users, relating to those of the selling companies from whom products and/or services have been obtained by the system users. The collected information relates to each system user's trading experiences with the selling companies and facilitates the provision of a customer care service to system users. The customer care service is offered by a CCS operator in collaboration with the selling companies, and enables a selling company to represent itself as a reliable and responsible supplier through use of statistics from actual customers' experiences of the company. Since all the advertising is handled by an independent third party company, the customer care service gives a selling company the opportunity to advertise itself as a reliable and responsible supplier, on the basis of statistics derived from actual customers' experiences of the company.